

## SYSTEM AND METHOD FOR MANAGING WEB PAGE MEDIA

### Abstract of the Disclosure

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A computer-implemented system for managing media that is used in the development of Web pages. A media managing software module supports the collection and storage of media for use by artists and writers in creating Web pages. The media managing software module further supports the delegation of tasks between artists and writers when creating Web pages. Writers can use the media managing software module to either insert media references into the Web page or to create specs requesting media. Artists can use the specs to create or locate needed media and associate the media with the request. The media managing software module can track of the status of requests for media and verify the availability of referenced media.

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